<u>**AMENDMENTS TO THE CLAIMS**</u>

This listing of claims will replace all prior versions, and listings, of claims in the application:

<u>**Listing of Claims:**</u>

1.   (Currently Amended) A marketing system that matches a customer profile to product/service offers marketed in a variety of web services resident on respective remote servers, the marketing system comprising:

a database comprising a customer profile containing information related to a customer's interests in ~~specific~~ <u>types of</u> products and services;

a database comprising a plurality of product/service offers related to specific products and services; and

a server <u>configured</u> for executing a program operable to match one of the plurality of product/service offers to the customer profile[[,]]<u>;</u>

<u>wherein</u> the customer profile ~~comprising~~ <u>comprises</u> a permission-based marketing profile ~~within~~ <u>, and</u> the server<u>,</u> ~~which~~ continuously communicates through an Internet connection to scan for product/service offers that appear to match the customer profile, and provides the customer <u>an offer based on the types of products and services associated with the customer</u> <u>profile comprising the permission-based marketing profile and</u> instant communication with a product/service provider <u>offering the matching product/service</u>;

wherein the program is configured to allow the customer to accept or fulfill product/service offers; and

wherein the program is further configured to update matching based on whether a product/service offer was accepted or fulfilled by the customer.

2.   (Previously Presented) The system of claim 1 wherein the program is operable to present product/service offers to each customer, based on the results of a matching agent.

3.   (Previously Presented) The system of claim 1 wherein the product/service offers are located on a plurality of distributed databases, the database in communication through a communications network.

4.   (Previously Presented) The system of claim 3 wherein the plurality of distributed databases are located on-site at a company originating at least one of the product/service offers.

5.   (Canceled)

6.   (Original) The system of claim 1 further including a client computer in communication with the server via a communications network.

7.   (Original) The system of claim 6 wherein the client computer includes an applet received from the server.

8.   (Original) The system of claim 7 wherein the applet is configured to prompt the customer using the client computer to enter the customer profile.

9.   (Original) The system of claim 8 wherein the applet is further configured to communicate the customer profile to the server.

10.   (Previously Presented) The system of claim 7 wherein the applet is configured to notify the customer at the client computer upon occurrence of a match to the product/service offer.

11.   (Currently Amended) A marketing method executed in a computer system for matching a plurality of product/service offers with a plurality of customer profiles, the method comprising:

     providing a database comprising a plurality of <u>permission-based</u> customer profiles containing information related to customers' interests in ~~specific~~ <u>types of</u> products and services;

     providing a database comprising a plurality of product/service offers related to specific products and services; and

     providing a server, the server configured for executing a computer program operable to match one of the plurality of product/service offers to <u>one of</u> the <u>plurality of</u>

permission-based customer profiles, the customer profile comprising a permission-based
marketing profile within the server,;

   wherein the server which continuously communicates through an Internet
connection to scan for product/service offers that appear to match one or more of the customer
profiles; and

   providing the customers offers based on the types of products and services
associated with the permission-based customer profiles and instant communication with a
product/service provider offering the matching product/service;

   wherein the program is configured to allow the customers to accept or fulfill
product/service offers; and

   wherein the program is further configured to update matching based on whether a
product/service offer was accepted or fulfilled by the customers.

  12. (Canceled)

  13. (Previously Presented) The method of claim 11 wherein a matched offer is
communicated to a client computer via a computer network.

  14. (Canceled)

  15. (Original) The method of claim 11 wherein the customer profile includes an
identification of the customer and a preference of the customer.

  16–22. (Canceled)